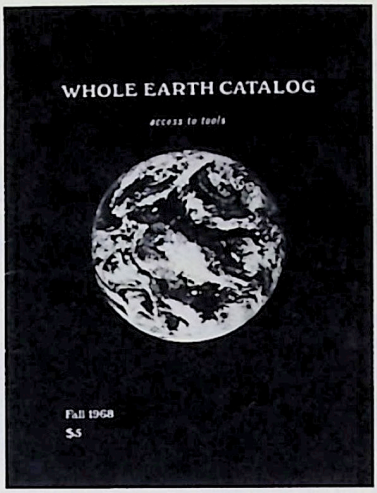
1968

WHOLE EARTH CATALOG

50th Anniversary Celebration

October 13, 2018
San Francisco, CA

The First Whole Earth Catalog, 1968



FUNCTION

The WHOLE EARTH CATALOG functions as an evaluation and access device. With it, the user should know better what is worth getting and where and how to do the getting.

An item is listed in the CATALOG if it is deemed:

1) Useful as a tool,
2) Relevant to independent education,
3) High quality or low cost,
4) Easily available by mail.

CATALOG listings are continually revised according to the experience and suggestions of CATALOG users and staff.

PURPOSE

We <u>are</u> as gods and might as well get good at it. So far, remotely done power and glory - as via government, big business, formal education, church - has succeeded to the point where gross defects obscure actual gains. In response to this dilemma and to these gains a realm of intimate, personal power is developing - power of the individual to conduct his own education, find his own inspiration, shape his own environment, and share his adventure with whoever is interested. Tools that aid this process are sought and promoted by the WHOLE EARTH CATALOG.

OUR SPEAKERS

Stewart Brand is co-founder of Revive & Restore, of The Long Now Foundation, of The WELL, of Global Business Network, and founder/editor of the *Whole Earth Catalog*. His books include *Whole Earth Discipline, The Clock of the Long Now, How Buildings Learn*, and *The Media Lab*. He was trained as a biologist at Stanford and served as an Infantry officer in the US Army.

Ryan Phelan is the Executive Director of Revive & Restore, whose mission is to enhance biodiversity through the genetic rescue of endangered and extinct species. After working at *CoEvolution* in 1976, she launched her entrepreneurial career working in both the not-for-profit and business sector in health care and software technology.

Danica Remy joined the WELL as a user in 1987, she ran the WELL from 1994-1996 and has served since 1995 as President of Point Foundation, the publisher of Whole Earth publications. Remy is currently President of B612 Foundation, co-founder of Asteroid Day. Previously Chief Operations Officer for Tides and held senior roles in internet companies and helped create Global Business Network.

Rusty Schweickart was frequent contributor to *CoEvolution* and *Whole Earth*. In 1969, Apollo 9 astronaut Schweickart was the first to fly the Lunar Module. He served as Chair of California's Energy Commision and co-founded the Association of Space Explorers (1985) and the B612 Foundation (2002), dedicated to defending the Earth from asteroid impacts.

Kevin Kelly was publisher and editor of the *Whole Earth Review* from 1984-1990. He co-founded the ongoing Hackers Conference and was involved with the launch of the WELL. Kelly co-founded *Wired* in 1993 and served as its Executive Editor for its first seven years. He is also founding editor and co-publisher of the popular Cool Tools website, which has been reviewing tools daily since 2003.

Simone Giertz is a Swedish inventor, YouTuber and robotics enthusiast. She is world-renowned for her useless machines and has risen to the very top of the field, mainly because the field is very tiny and not of interest to the general populace.

Howard Rheingold was editor of the *Whole Earth Review* (1990-94) and the *Millennium Whole Earth Catalog* (1994), author of a dozen books (including *The Virtual Community*, 1993, inspired by the WELL). He has taught courses on digital journalism, social media issues and social media literacies at UC Berkeley and Stanford.

Chip Conley is a hospitality entrepreneur and New York Times bestselling author. Chip served as Airbnb's Head of Global Hospitality and Strategy for four years and today acts as the company's Strategic Advisor for Hospitality and Leadership. His five books have made him a leading authority at the intersection of psychology and business.

Stephanie Mills, a longtime bioregionalist, was assistant editor and editor at *CoEvolution Quarterly* from 1980 to 1982. She moved to Northwest Lower Michigan in 1984 where she joined the counterculture, helped build her house, started a local currency and produced seven books. She's an elder now.

Stephanie Feldstein is the Population and Sustainability Director at the Center for Biological Diversity, where she leads the Center's work to highlight and address threats to endangered species and wild places from runaway human population growth and overconsumption. She is the author of *The Animal Lover's Guide to Changing the World*, and her work has been featured in *The Huffington Post*, NPR, *Salon*, *The Guardian*, and *Washington Post*.

Sal Khan is the founder and director of Khan Academy, whose 6,500 free instructional videos on YouTube have been viewed 1.4 billion times by 4.3 million subscribers and are now available in many languages. They have been credited with revolutionizing and democratizing education.

OCTOBER 13 EVENING PROGRAM
COWELL THEATER
FORT MASON CENTER

6:45 PM **VIDEO: Whole Earth Flashbacks**

Produced by Whole Earth Alumni
Fabrice Florin

7 - 9 PM **REFLECTIONS 50 YEARS PAST, 50 YEARS FUTURE**

Introduction
Stewart Brand, hosts Ryan Phelan and Danica Remy

Perspective
Rusty Schweickart

Makers
Kevin Kelly and Simone Giertz

Community
Howard Rheingold and Chip Conley

Environment
Stephanie Mills and Stephanie Feldstein

Agency
Stewart Brand and Sal Khan

9 - 11 PM **AFTER - PARTY**

Join all the Whole Earth veterans in the Atrium next door to Cowell Theater, enter through the Exhibition Gallery.

Complimentary drinks and dessert will be served

Once upon a time, fifty years ago to be exact, an idea connected with the world.

What that original 1968 *Whole Earth Catalog* set in motion included, over the next 32 years, 142 publications (a handful of Catalogs, all the issues of *CoEvolution Quarterly* and *Whole Earth Review*, and spinoff books such as *Soft Tech, Space Colonies,* and *Ecolog*.) There was also an online conferencing system called The WELL and sundry events such as the first "Hackers Conference," "Cyberthon," and today's "Whole Earth 50th."

These things had, we are told, some influence in the world.

Hundreds of people made all that happen. The purpose of today was to muster as many of those people as possible and thank them. They've been partying all afternoon right next door in the main part of this pier. You are invited to join them after this evening's show and see the historic exhibit, timeline, the full "Whole Earth Flashbacks" film, and pop-up fab lab.

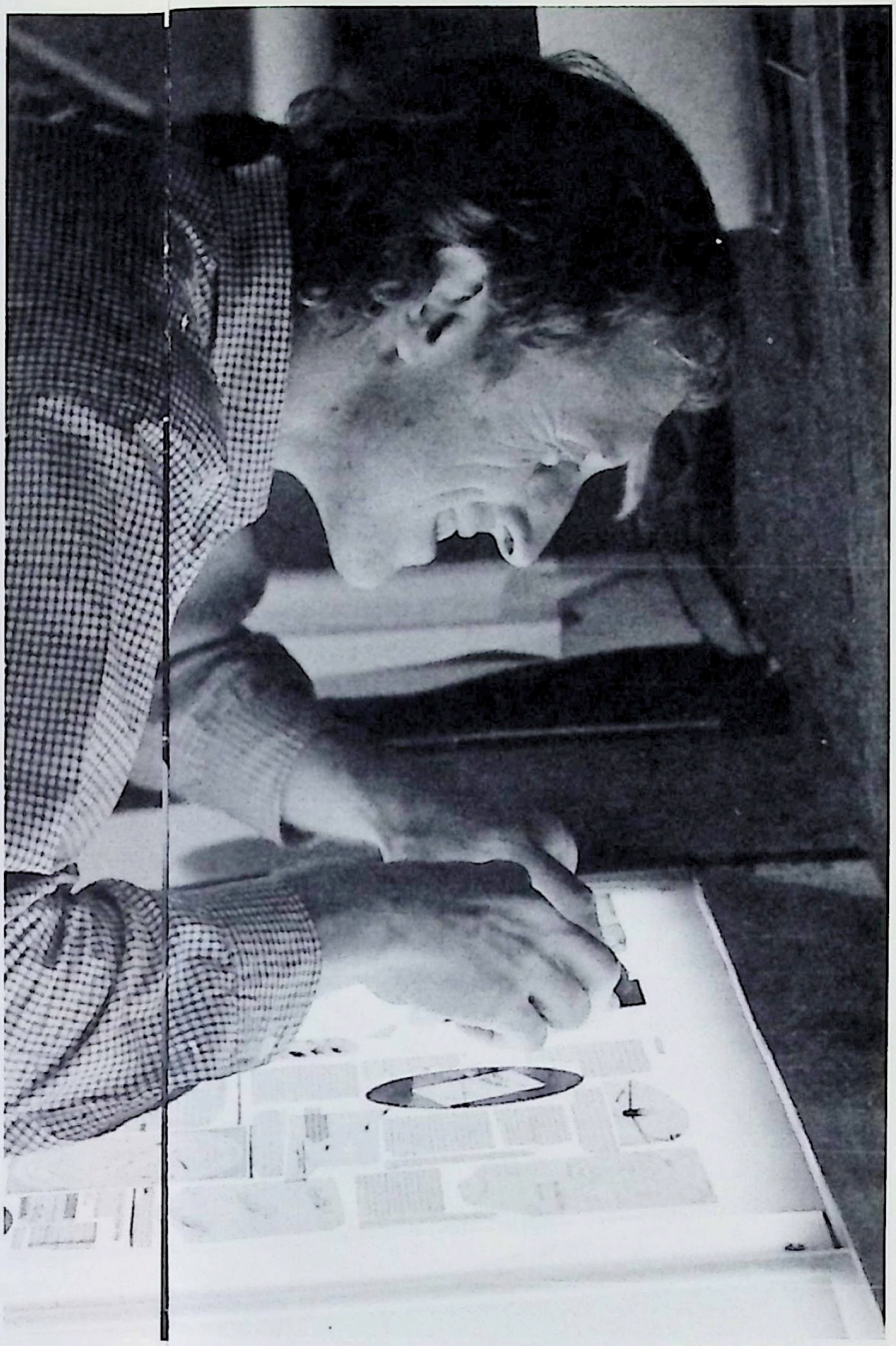
50th reunions are when living memory starts to thin. We have lost Dick Raymond, creator of the nonprofit incubator called Portola Institute that was Whole Earth's birthplace. We've lost our first hire, Annie Helmuth Leonard, and one who had a leadership role in the 1990s, Jon McIntyre. From the *CoEvolution* days we lost staffer Dick Fugett and manager Andrew Fluegelman (who also edited *PC World* and *Macworld*).

In the pages of this program are some public Whole Earth voices that have been stilled, but their written words have lives of their own—Anne Herbert, J. Baldwin, Richard Nilsen, and Peter Warshall.

Whole Earth veterans that are still highly active are on the stage tonight. Our hosts are former *CoEvolution* staffer Ryan Phelan and Point Foundation board member Danica Remy. They organized this whole event.

Opening the half-hour segments are former *Whole Earth Catalog* editors Kevin Kelly, Howard Rheingold, and me, along with *CoEvolution* staff editor and leading environmental spokeswoman Stephanie Mills. Each of us gets to converse with contemporary wave-makers Simone Giertz, Chip Conley, Stephanie Feldstein, and Sal Khan about the next 50 years.

— Stewart Brand
Founder and Editor
Whole Earth Catalog



By Lloyd Kahn

Stewart Brand laying out an early *Whole Earth Catalog*, 1969

ANNE HERBERT
1950 - 2015

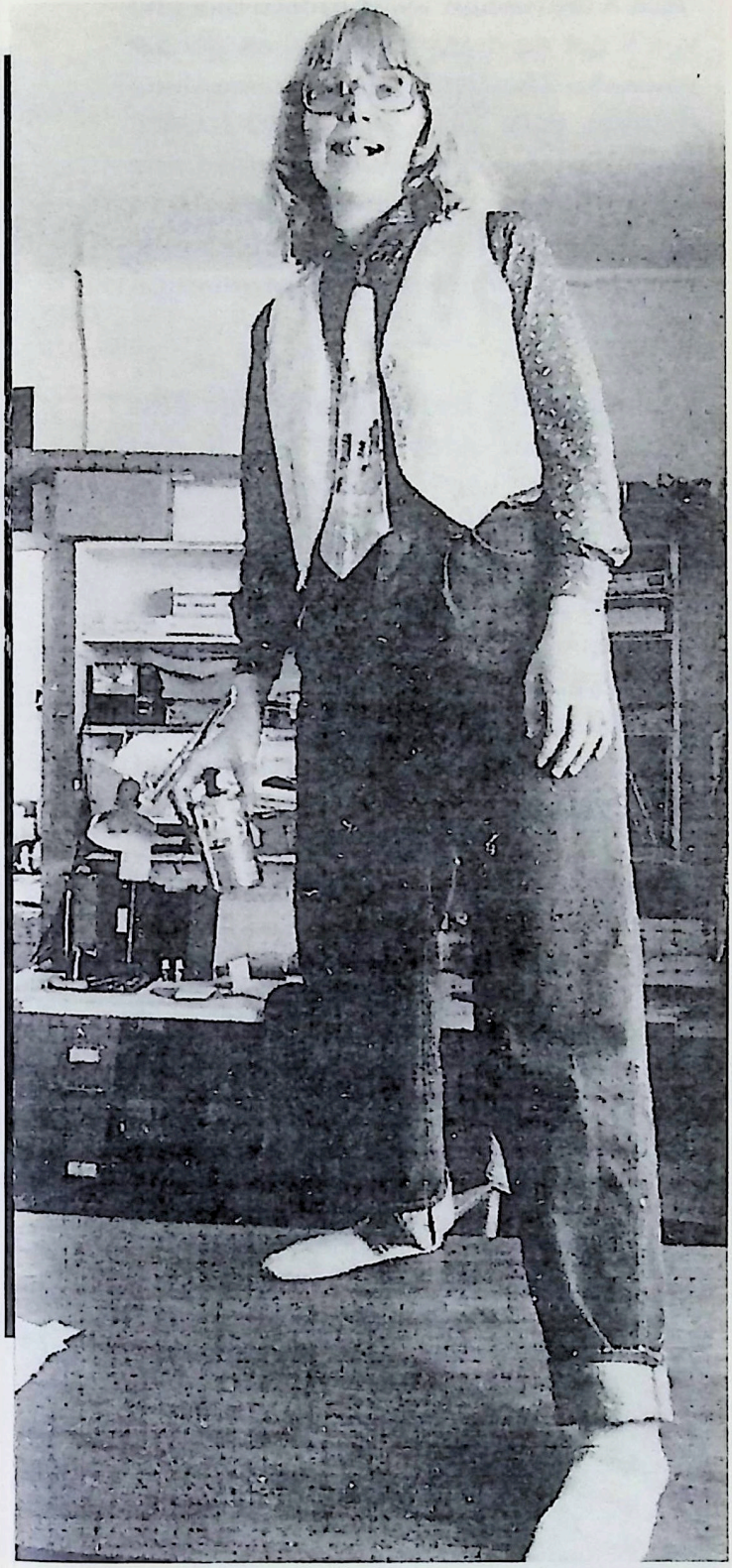
Anne was an assistant editor of *CoEvolution Quarterly*. Her book *The Rising Sun Neighborhood* was serialized in the 1981 *Next Whole Earth Catalog*. Her book *Random Kindness and Senseless Acts of Beauty* was published in 2016 by New Village Press.

"Thinking the world should entertain you leads to boredom and sloth. Thinking you should entertain the world leads to bright clothes, odd graffiti and amazing grace in running for the bus."

"Dogs and people make me nervous because I can't tell if they're fighting or starting to make love or which would bother me more."

"Libraries will get you through times of no money better than money will get you through times of no libraries."

— Anne Herbert, poet
CoEvolution staff editor,
in *The Next Whole Earth Catalog*, 1980



Courtesy of Mimi Abrams

Anne Herbert at CoEvolution office in Sausalito, 1978

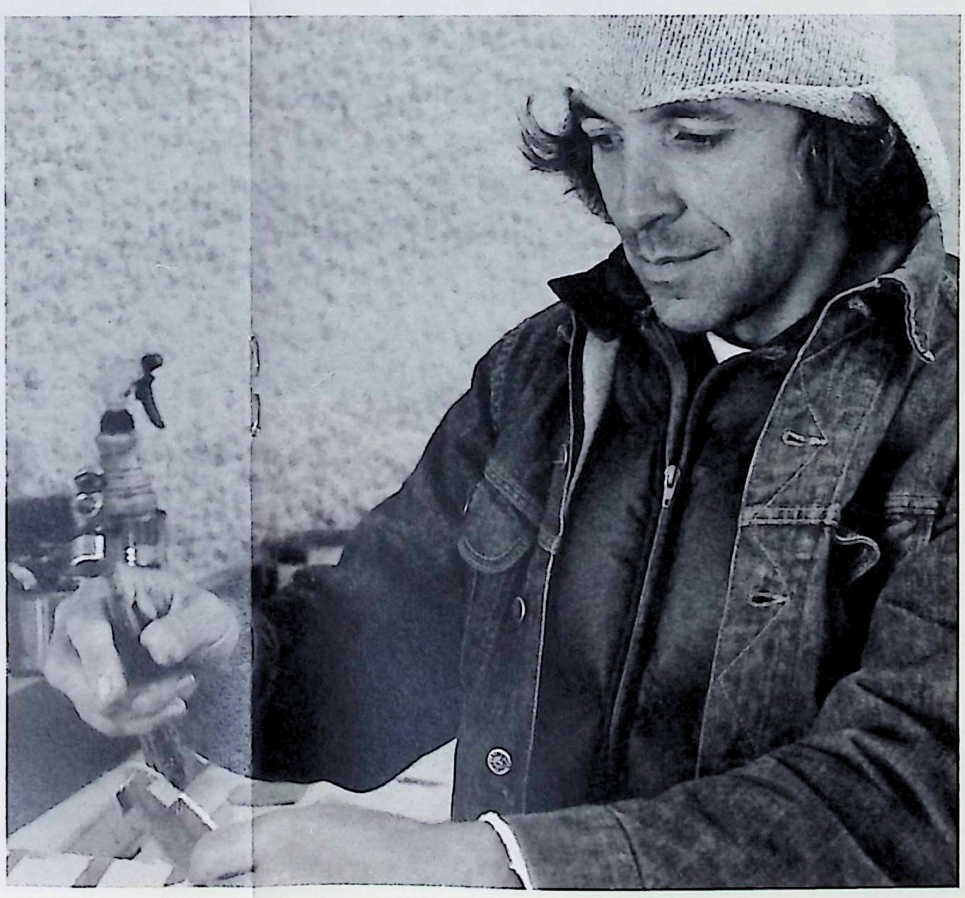
"Ask a craftsman what tool to buy and you'll get as many answers as people you ask. They'll all agree on one thing though: BUY THE BEST YOU CAN. And the more a tool will be used, the better the quality should be. Tools used every day, especially electric tools, should be commercial or production line grade.

For many, the best reason to go first class is that good tools are a real pleasure to use and handle. This helps make more work less labor. The heavy duty stuff looks brutal. It wasn't made to look good in a box, it made to do the job and has been perfected over many years. The tough ones have their own kind of beauty that you'll see better as your viewpoint gets aligned with reality."

— J. Baldwin, Soft Tech editor, "One Highly Evolved Toolbox," in *The Next Whole Earth Catalog,* 1980

J. BALDWIN
1933 - 2018

James Tennant Baldwin, known as J., was an American industrial designer and writer. At Whole Earth he was the domain editor of *Soft Tech, Nomadics*, and some of *Shelter.* He was especially inspired by Buckminster Fuller and wrote a book about him, *BuckyWorks.*



By Stewart Brand

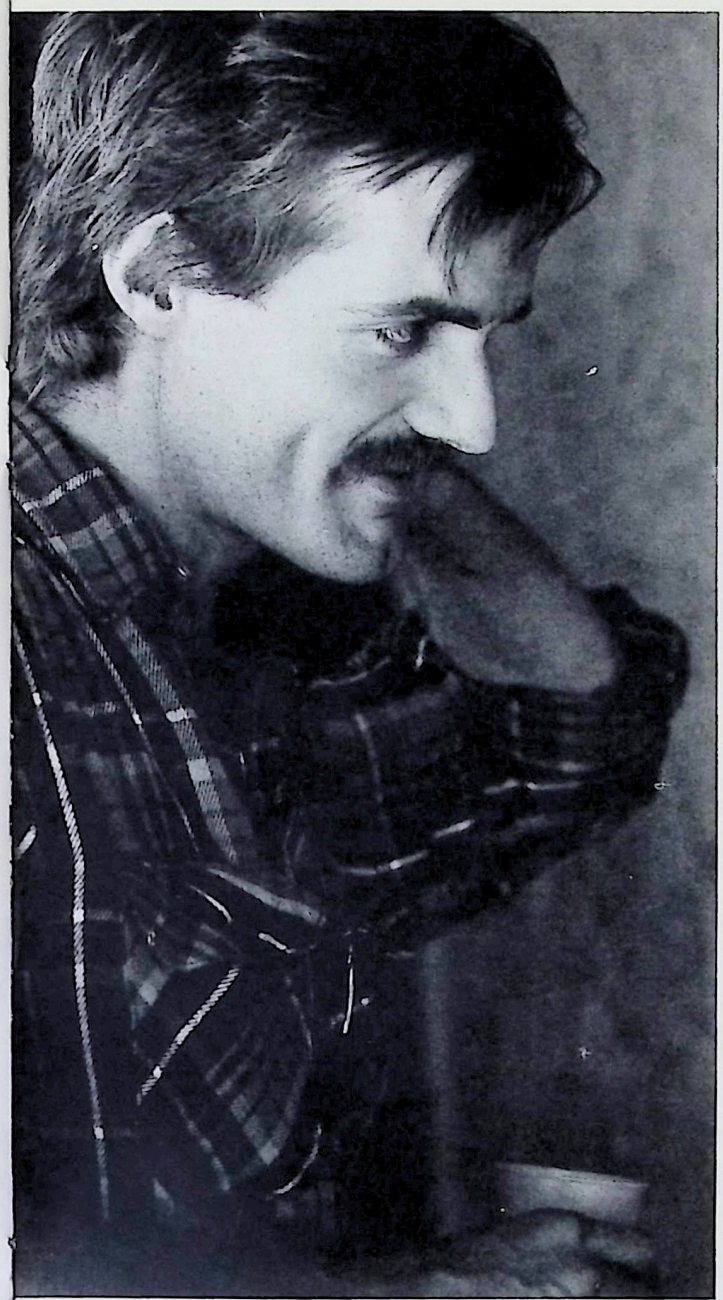
J. Baldwin with cherished tool, 1975

RICHARD NILSEN
1952 - 1995

Richard Nilsen was Whole Earth's domain editor for Land Use. He edited the Spring 1990 edition of *Whole Earth Review*, "Helping Nature Heal."

"The endless balancing acts of civilization get played out on the land. Here starvation, there economic collapse from oversupply. Here urban claustrophobia, there rural loneliness. Human life dangles on a few threads—sunshine, rainfall, and topsoil. From these come plants, and the kind of relationship we have with green things defines who we are."

— Richard Nilsen, Land Use editor,
in *The Millennium Whole Earth Catalog, 1994*



By Stewart Brand

Richard Nilsen at CoEvolution office, Sausalito, 1989

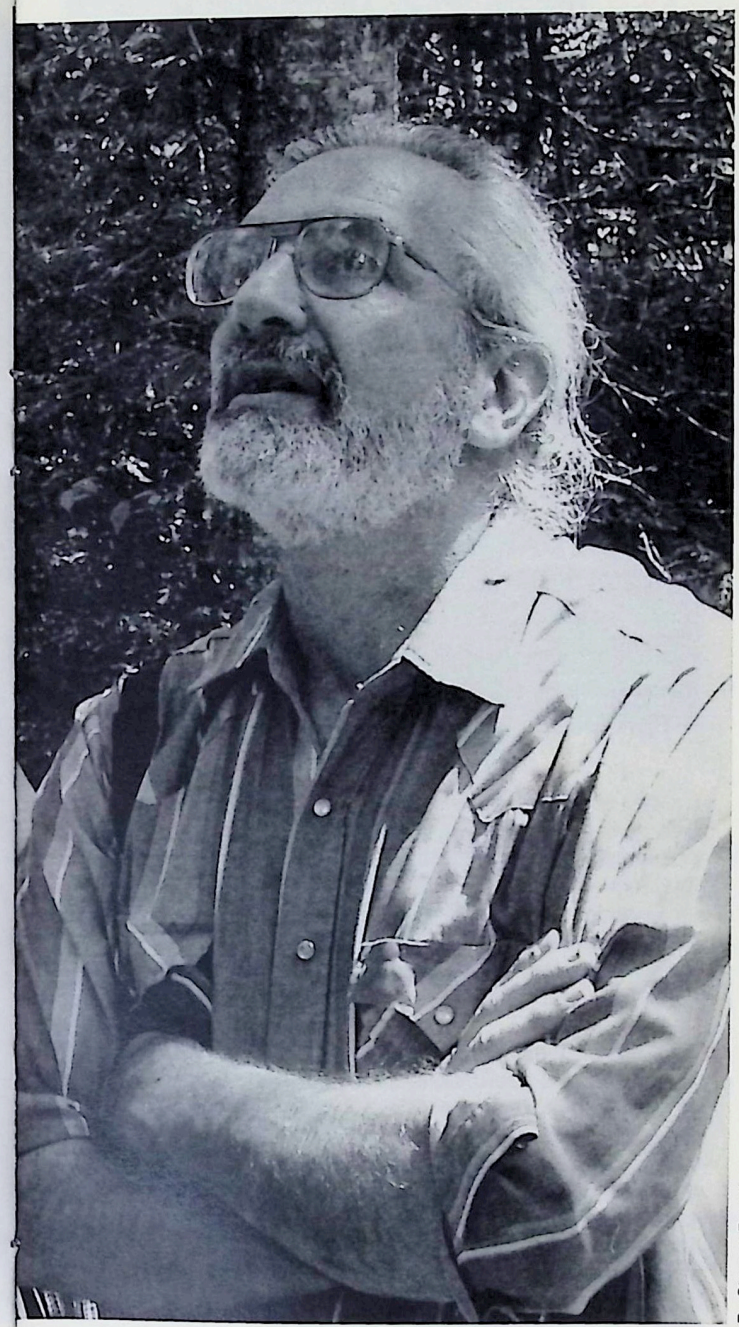
PETER WARSHALL
1940 - 2013

Peter Warshall, "Dr. Watershed" to some, was an ecologist, activist, essayist, and avid birder. He was Whole Earth's resident naturalist and inspiration. He took over as editor of the later years of *Whole Earth Review.* An early book of his was the best-seller, *Septic Tank Practices.*

"A watershed is a gatherer—a living place that draws from the sun and the rain together. Its surface of soils, rocks, and plantlife acts as a "commons" for this intermingling of sun and water. The bedrock texture of each watershed—its granite or shale, sand or limestone—holds (in a sense, cherishes) each watershed's fragile skin of soil.

For humans, the watershed (and its big cousin, the river basin) is a hydraulic commons—an aquatic contract that has no escape clause."

—Peter Warshall, *Whole Earth Review* editor, in *The Millennium Whole Earth Catalog*, 1994



By Stewart Brand

Peter Warshall leading a nature walk, 2003

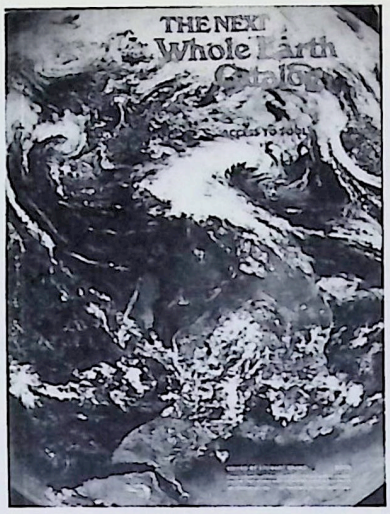


EXHIBIT OF ALL WHOLE EARTH PUBLICATIONS: ACCESS TO TOOLS & IDEAS

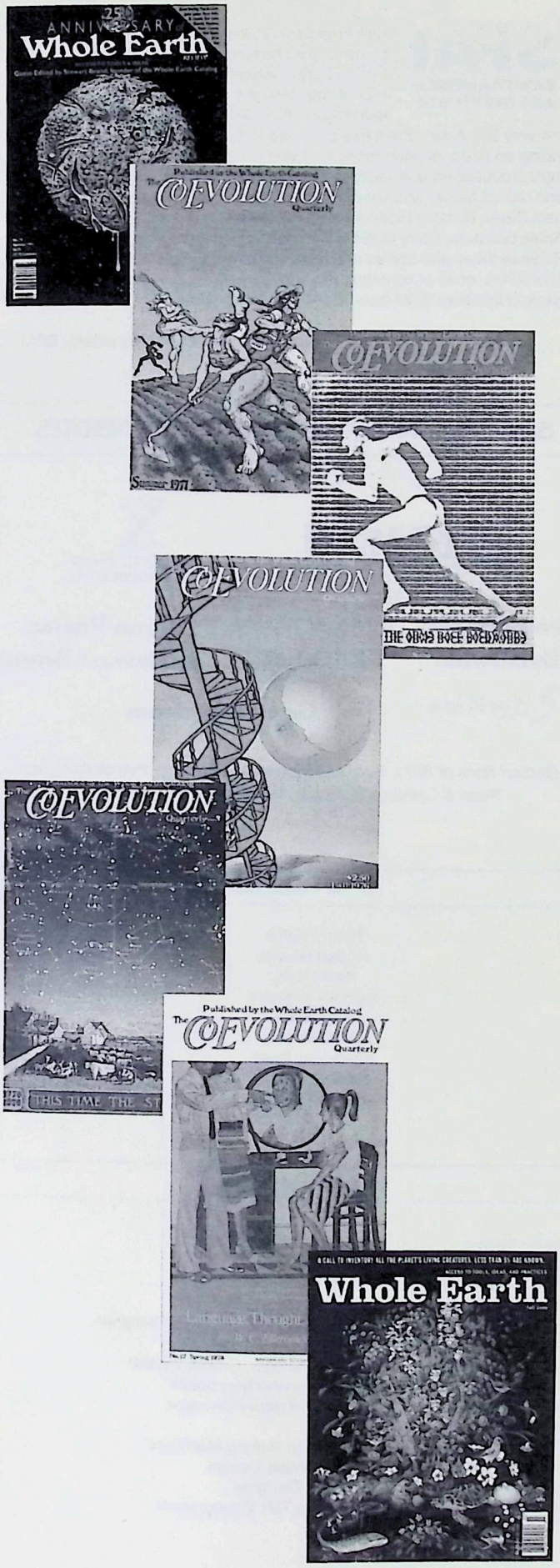
On View: October 14–28
Main Gallery | San Francisco Art Institute —Fort Mason campus

Exactly 50 years ago, in 1968, the *Whole Earth Catalog* first came to life. Thanks to the work of an ongoing community of people, it prospered in various forms for 34 years—sundry editions of the *Whole Earth Catalog*, *CoEvolution Quarterly*, *Whole Earth Software Catalog, Whole Earth Review*, along with an online system, The WELL, and events such as the first Hackers Conference, Cyberthon, etc.

This exhibit features 142 original copies of one of the most influential publications of the last 50 years. Artists Arthur Okamura, Isabella Kirkland, Mayumi Oda, Robert Frank, R.Crumb among dozens of others who contributed to the covers and pages. *Whole Earth Catalog* and its various iterations became an extensive reference tool for users to learn about living holistically through book and product review articles on whole systems, shelter, crafts, environment, communications and community. The first issue of the catalog and those that followed were created with basic typesetting and layout tools.

The catalog was the desktop-published equivalent of an early search engine that invited readers to learn something new on every page. The *Whole Earth Catalog* won the National Book Award and its various versions sold in the millions worldwide.

GALLERY HOURS
Wednesday–Sunday 11am–7pm (Closed Mondays and Tuesdays)



SFAI
SAN FRANCISCO ART INSTITUTE

San Francisco Art Institute (SFAI) is honored and pleased to be hosting the 50th anniversary of the Whole Earth Catalog. SFAI has been outta-line and at the forefront of creative inquiry since its founding in 1871. SFAI supported the evolution of the very Bay Area culture that gave rise to the Whole Earth Catalog, providing an open, experimental, and interdisciplinary context that unceasingly produces original thinking, disruption and cultural evolution. Notable and radical faculty and alumni include Ansel Adams, Stewart Brand, Angela Davis, Richard Diebenkorn, Jerry Garcia, Paul Kos, George Kuchar, Annie Leibovitz, Barry McGee, Catherine Opie, Peter Pau, Laura Poitras, Kehinde Wiley and scores of other creative innovators who have forever altered the world of contemporary art by revealing new and empowering ways of thinking. SFAI feels at one with Whole Earth!

Gordon Knox, President, SFAI

SPECIAL THANKS TO OUR SPONSORS

WIRED

X
THE LONG NOW
— FOUNDATION —

Ken & Maddy Dychtwald

Juan & Mary Enriquez

Ryan Phelan & Stewart Brand

AgeWave

Gerry Ohrstrom

Gordon Knox of SFAI, Buck's of Woodside, Hipcamp, Patrick Collison, Peter & Cathleen Schwartz, Will Marshall, Chip Conley

Host Comittee

Ryan Phelan
Robert Horvitz
Kevin Kelly
Isabella Kirkland
Art Kleiner
Danica Remy
Alexander Rose
Peter Schwartz
Stewart Brand

Event Production

Ryan Phelan	Curation
Danica Remy	Operations
Diana Connolly	Producer
Nicolette Oliaro	Assistant Producer
Colleen Fiaschetti	Project Manager/Program Designer
Fabrice Florin	Whole Earth Flashbacks
Andrew Warner	Stage Manager, Cowell Theater
Chris Baldwin	LiveStream/Videographer
Kat Trataris	SFAI Exhibition Fabricator
Isabella Kirkland	Timeline
Neil Gershenfeld	"Machines Making Machines"
Ahmed Kabil	Graphic/Web Design
Ibrahim Kabil	Graphic Designer
Gary Yost	Lightning Talk Videographer

2018

Still hungry.

Still foolish.